



*North West England
China Business Award 2010*

Entry Form

<i>Name</i>	
<i>Position</i>	
<i>Name of Company</i>	
<i>Address/Postcode</i>	
<i>Email</i>	
<i>Telephone</i>	
<i>Mobile</i>	
<i>Fax</i>	
<i>Website</i>	
<i>Description of main products/services your company offers</i>	

*The **CHINA BUSINESS** Award 2010 is judged on the following criteria:*

- *Your clear business objectives in Greater China (Mainland China, Hong Kong or Taiwan).*
- *Your approach to penetrating the Greater China market and how successful this has been.*
- *Evidence of direct link between Greater China and the North West, and the impact this has had on the overall success of the business.*
- *Demonstration of how your business has encouraged a two-way flow of personnel and know-how, or the mutual understanding of the UK and Chinese cultural and business environment.*
- *Your long term business strategy in Greater China.*

Please elaborate on the following areas:

- 1) *What is your approach to penetrating the Greater China market?*
- 2) *What do you consider to be the most innovative aspect of your entry technique?*
- 3) *How do you measure your current success in Greater China?*
- 4) *How do you measure the longer term strategy of your business in Greater China?*

Please return your Entry before 15th January 2010 to:

GREATER CHINA AWARDS PANEL 2010

c/o Philomena Chen

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